



**AN 020 BOOKLET ON**

# **Sustainable living in Amsterdam.**

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# A Welcome's Note.

Ranked as one of the most “green” cities worldwide, Amsterdam offers many options to create a sustainable lifestyle. However, sometimes it remains challenging to actually get started. As one of our major pillars, 020 believes it is essential to inform, promote, and highlight the places where the final product as well as the background of these goods remain equally important. Therefore, this sustainability booklet focuses on the products, supermarkets, stores, and restaurants that contribute to a greener city. It is important to note that ‘sustainability’ is a very broad term with many sub-concepts within, which sometimes lead to trade-offs. We take these into account, while also attempting to include as many dimensions of sustainability as possible.

Whether it is inquiries or feedback, we would love to hear back from you. Contact the 020 team through email ([contact@020together.nl](mailto:contact@020together.nl)) or visit our website ([www.020together.nl](http://www.020together.nl))

Sincerely,

**The 020 team**



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# I: Quality Marks.



## Quality Marks

Before diving into the sustainable quality marks section, it is essential to note that there are many more quality marks besides those that we will mention. Moreover, not every quality mark implies the same meaning: whereas some quality marks focus on the fair-trade aspect of the product, others centre themselves around the environmental consciousness and animal well-being of the product. One thing all mentioned quality marks will have in common is that they are judged by independent organisations, so transparency and accountability are upheld.

### **Fairtrade-Max Havelaar.**

Originating in the 1980s as an agreement between Mexican coffee bean farmers and Dutch traders, Fairtrade-Max Havelaar is one of the most prominent quality marks in the Netherlands. Today, its focus got extended to a broader spectrum of developing countries, ranging from Mexico to Brazil. Focused on fair trade and environmental friendliness, this quality mark signifies that the farmers of the labelled product receive a fair wage and are respected in the working field.

### **UTZ Certified.**

Known through its burgundy colour, you will find the UTZ Certified quality mark on those coffee products where farmers' rights are protected and fewer pesticides are used. Moreover, on your product, you will be able to trace back the origin of your product, the quality of the soil, and how the soil gets fertilised. Because many independent organisations control how UTZ Certified hand out their label, one can assure its transparency is up to date.

### **EKO-keurmerk.**

Products marked with the EKO-keurmerk quality mark assure that the product suffices the European norms of ecological products. This is important to know since some products label themselves as biologic while not complying with the European standards. Furthermore, the product can only receive this label if there are no chemicals involved and if the food of the livestock has no antibiotics nor additional growth hormones.

## Quality Marks

### Beter Leven.

Beter Leven (“Better Life”) focuses mainly on the animal well-being of the products. There are three categories: one star, two stars, and three stars. The quantity of stars refers to the extensiveness of the animal well-being: one star means there is some care about animal well-being, whereas three stars refer to very extensive care about animal well-being. The criteria are well-established and quite comprehensive.

Those who would like to scrutinise the differences between the categories, should check out their website ([beterleven.dierenbescherming.nl](https://beterleven.dierenbescherming.nl))

### Demeter.

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### On the way to Planet Proof.

Known through its burgundy colour, you will find the UTZ Certified quality mark on those coffee products where farmers’ rights are protected and fewer pesticides are used. Moreover, on your product, you will be able to trace back the origin of your product, the quality of the soil, and how the soil gets fertilised. Because many independent organisations control how UTZ Certified hand out their label, one can assure its transparency is up to date.

# II: Sustainable Supermarkets.





## Sustainable Supermarkets

Now that you gained some knowledge of very prominent durable labels, you can go out and look for them in supermarkets! Amsterdam offers a wide range of sustainable grocery shops, from local biological markets to plastic-free grocery stores.

### EkoPlaza.

Various places and opening hours check out their website ([www.ekoplaza.nl](http://www.ekoplaza.nl)).

Having the title of the biggest organic supermarket of Belgium, the Netherlands, and Luxemburg, EkoPlaza becomes even more popular every day. In 2018, this supermarket chain gained international recognition when it opened the very first plastic-free pop-up store in Amsterdam. To further influence plastic-free grocery shopping, they brought their ideology to all their shops by implementing plastic-free aisles. Because the biological products they sell account for more than 90% of the whole store, EKO-keurmerk gave all EkoPlaza supermarkets their label.

### Odin.

Various places and opening hours, check out their website ([www.odin.nl](http://www.odin.nl)).

Although EkoPlaza can be found everywhere throughout Amsterdam, Odin supermarkets are also dispersed throughout the city. Their biological products come directly from the farmers who produce it, ensuring that both the quality of the product and the protection of the farmers are maintained. The fruits and vegetables they sell are seasonal and animal products are treated with respect and without genetic manipulation. Not only are the products central to the picture: since the owners of the supermarket believe that everybody should gain a fair share of the profit, their salary will not be larger than 6 times the salary of its staff.

### Delicious Food.

Westerstraat 24

Monday-Friday 09:00-18:30    Saturday: 09:00-18:00

Located in the bustling Westerstraat, Delicious Food is what biological products stand for. Not only are all their products biological: many goods are homemade, gluten-free, and zero waste. It is therefore recommended to bring your own bags and cups, so you can fill them with various products, coming from the containers hanging on the wall. If you have any questions concerning sustainability and a healthier lifestyle, Ineke Schrama, the owner of the store, will gladly inform you about the store's produce and ideals.



## Sustainable Supermarkets

### De Aanzet.

Eerste Jacob van Campenstraat 10

Monday-Friday: 08:30-19:00    Saturday: 08:30-18:00

Tucked away in the trendy neighbourhood of de Pijp, De Aanzet is a biological store that does not only sell foods and drinks, but also plants, wines, and quirky decorations. Most fruits and vegetables come from Dutch soil, which limits the CO2-emissions from biological products originating abroad. Once you enter the place, you immediately sense the pureness and authenticity of the store. This atmosphere originates from the transparent yet anti-commercial character of the owners: no fancy bags with the name of their store, no unnecessary heating, no plastic bags. This way, the price of the products remains low, while still contributing to a greener planet.

### Marqt.

Various locations and times, check their website ([www.marqt.nl](http://www.marqt.nl)).

Those who have spent some time in Amsterdam already have inevitably heard the famous Marqt grocery store. The purpose of this store is to alter the food chain that is present in today's consumer market. You do not only go to this place to buy your products and leave; walking around and observing all the high-quality and fresh produce is an experience itself. This full-on experience also explains the relatively pricy products they sell here. However, in this grocery store, you will find many products you hardly find anywhere else in Amsterdam, such as the delicious and fresh pumpkin and beetroot ravioli

### Farmed Today.

Website: [www.farmedtoday.com](http://www.farmedtoday.com)

Farmed Today is ideal during times where you have little time, or simply do not feel like going outside. Rather than a supermarket, Farmed Today sells sustainable and biological Dutch produce online. Because everything on the website is sold online, the amount of food sold is incredibly large. Consequently, you do not need to go to various supermarkets to get all the products you desire. The option to leave a review for specific products from various farmers optimises transparency online, creating a highly reliable website. For those who have a bigger household or need to do some extensive grocery shopping: orders over 75 euros get delivered for free everywhere in the Netherlands.

## Sustainable Supermarkets

### Noordermarkt.

Noordermarkt 42B

Tuesday and Saturday: 09:00-16:00

The Noordermarkt is a sustainable market at one of the most beautiful squares in the city. Initially, this market started in the 17th century as a market where one sold pots, pans, and other daily utilities. Today, you can go to this historical market every Tuesday and Saturday to buy food, vintage clothing, and even furniture. What makes this market so 'gezellig' is that those who sell the products are also the people who produced the commodity they are selling, creating a direct link between farmer and consumer.

### Landmarkt.

Schellingwouderdijk 339

Monday-Saturday: 09:00-20:00

Sunday: 11:00-19:00

It would be incorrect to say that Landmarkt is easy to reach. However, once you arrive, you will understand why the journey towards Landmarkt is worth it. When you enter the indoor market, your eyes will have no idea where to look at: high-quality butchers, artisanal cheeses, biological fish stands... you name it, they have it. Many products are homemade, sustainability is more important than well-known brands, and the producers receive a fair share of the products sold on this market. This way, grocery shopping becomes a fun experience for both the consumer as well as the producer!

### ZuiderMRKT.

Jacob Obrechtstraat & Johannes Verhulststraat

Saturday: 09:30-17:00

The final market of this booklet is more than just a place to buy organic products. What makes this place unique is the cooperative element between the farmers and the community living around the market. Every Saturday, the community that keeps this market standing buys its fruits and vegetables directly from the farmers and resell them for a fair price. Every week somebody from the neighbourhood gets the responsibility of coordinating the market. Moreover, all the administrative, communicative, and financial parts of the market get coordinated by the community as well, which is something rather unique in Amsterdam. The profits gained through this market go to investments that aim to improve the development and social cohesion in the area. Thus, the whole concept of this market is enough to check out the place!

## Sustainable Supermarkets

### Little Plant Pantry.

Bosboom Toussaintstraat 45-H

Tuesday-Monday: 12:00-19:00

Closed on Mondays

Little Plant Pantry earned the title of “First packaging-free shop in Amsterdam.” Ethical consumerism, minimal waste, and natural products are central to this store in Amsterdam-West. All of the products are plant-based and sold in degradable packaging or bulk. This way, they take a zero-waste and plastic-free approach. While you are there, make sure to drink something and have a small bite in their little café, where all ingredients are entirely vegan. Their Instagram (@littleplantpantry) provides extra information on their products, frequently accompanied by giveaways.

### Beebox.

Website: [www.ekomenu.nl](http://www.ekomenu.nl)

Today it becomes more popular to order food boxes that get delivered at home, such as the famous “HelloFresh” company. Beebox, however, brings serious competition to the well-established HelloFresh. What stands out at Beebox is the products, which are 100% biologic and bought directly from local farmers in the Netherlands. You can choose between various boxes, depending on personal preferences and types of products you desire. Moreover, the prices of Beebox are relatively low compared to other food boxes, which makes it especially interesting for those who have a smaller budget.



# III: Sustainable Restaurants.



## Sustainable Restaurants

### De Kas.

Kamerlingh Onneslaan 3

Monday-Friday: 10:00-18:00      Saturday: 15:00-18:00

Most likely one of the most famous sustainable restaurants in Amsterdam, De Kas might be the epitome of restaurants of this kind in Amsterdam. Located in Park Frankendael in Amsterdam Oost, De Kas feels as if you are in a conservatory in the middle of nature. Once there, you are surrounded by fields that are mainly used to harvest their herbs, edible flowers, and plants. Only 20 kilometres outside of their restaurants, they harvest more than two hundred different types of fruits and vegetables. The menu frequently changes, according to the products they harvest in the morning. Not only the food, but also the drinks are focused on sustainability: the wines, beers, and non-alcoholic drinks are all biologically produced. Although a la carte options are not possible and the fixed menus are not the cheapest, De Kas is ideal for sustainably celebrating any special occasion.

### MediaMatic Eten.

Dijkspark 6a

Monday-Friday: 09:00-00:00      Weekends: 11:00-00:00

Just like De Kas, MediaMatic Eten places local produce, sustainability, and cooking according to the seasons central in their restaurant. What makes MediaMatic exciting and interesting is its aim to connect people closer to food by encouraging clients to eat with their hands and share the various dishes they serve. Recently, MediaMatic gained international recognition through their creative way of social distancing during times of COVID-19: their “Serres Separees” right next to the water gives a magical experience full of “gezelligheid” during these rather uncertain times. Besides their restaurant, MediaMatic also frequently organises workshops and informative talks about sustainability, nature, and other creative dimensions. Make sure to check out their website ([www.mediamatic.net](http://www.mediamatic.net))!

## Sustainable Restaurants

### Bocca.

Kerkstraat 96

Open every day from 08:00-18:00 (Saturday until 19:00)

Although one should not consider it as a restaurant, it is important to add this café to the list. In 2018, the owner of Bocca Coffee received the award of Amsterdam entrepreneur for his positive impact on the land of origin of his coffee beans, his focus on both human safety and environment, and innovation. Bocca Coffee is the first coffee roaster in the Netherlands that controls the complete procedure from coffee beans to coffee. Consequently, they know where the beans come from, the labour rights of the coffee bean farmers, how to roast the beans in the most ideal way, and so on. Consequently, they gained a SKAL certificate, implying that their products are manufactured transparently and biologically. When you enter the stylish café in Amsterdam, everything you see is made of recycled materials. Additionally, the coffee machines they use reduce gas emissions with 80%. Whether you sit down at the long wooden table to work or at the small tables to relax, you will taste the passion, fairness, and hard work they put in their coffee.

### Instock.

Czaar Peterstraat 21

Tuesday-Saturday 11:00-23:00

The overproduction of food today has a significant impact on the planet's sustainability and carrying capacity. Restaurant Instock in Amsterdam tackles this problem by cooking with ingredients that would be thrown away due to this overproduction. Thus, they not only work with ingredients that were not sold in grocery stores, but also with products that did not qualify to be sold in the first place, such as tomatoes that are too small or vegetables with little bumps on them. Every day the menu varies according to the vegetables they receive in the morning. If you want to bring their ideology into your own house, make sure to check out their website ([www.instockshop.nl](http://www.instockshop.nl)), where you will find sustainable products and recipes, and reduce food waste at the same time!



## Sustainable Restaurants

### De Peper.

Overtoom 301

Tuesday, Thursday, Friday, Sunday: 19:00-20:30

Just a stone's throw away from the famous Vondelpark, De Peper defines themselves as a “non-commercial, not-for-profit vegan and organic café project.” Their menu changes daily but remains organic and vegan. Those who are on a specific diet can also request other possibilities within the menu. To make this place accessible for everybody, the price is a sliding scale between seven and ten euros for soup and a main dish. Extra donations have the sole purpose of keeping the costs for future meals as low as possible. Make sure to book a table at De Peper at least once on a Sunday, since then your meal could be accompanied by cultural programs.

### Persijn.

Amstelvlietstraat 4a

Open every day 07:00-00:00

The final restaurant, located in the most sustainable hotel of Amsterdam, has quite a similar concept as the aforementioned “De Kas” restaurant. Changing the menu every month based on what is growing on the greenhouse at their rooftop terrace, Persijn perfectly combines sustainable food with fancy interior designs. Besides the garden on their own rooftop, they closely collaborate with local farmers to serve traditional Dutch cuisine to its clients. If you feel like having a drink before or after your food, go to their rooftop bar to enjoy your (straw-less) beverages!

# IV: Sustainable Shops.



## Sustainable Shops

“Sustainable shops” might seem like a rather broad and vague term. However, because we do not want to exclude specific stores based on the products they sell, we intend to keep this category as broad as possible and to include completely different stores with the exact same purpose: making the planet a more sustainable place to live.

### Lush.

Various locations and opening hours: check out their website ([www.lush.com](http://www.lush.com)) for more information.

Let's start by saying that this booming brand is not 100% sustainable: the products are not 100% biological, palm oil is used in some products, and certain products have harmful synthetics. However, what makes this brand attractive is that they are aware of their flaws and are working towards solving the aforementioned problems. Furthermore, they do score exceptionally well on other sustainable elements: none of their products are tested on animals, Lush has direct contact with many of its (local) trading partners, ensure environmental safety as much as they can, and more products become zero-waste and plastic-free. For a cosmetics store as big as Lush, this is already quite an achievement that might serve as an inspiration for other mainstream brands.

### Dille & Kamille.

Various locations opening hours: check out their website ([www.dille-kamille.nl](http://www.dille-kamille.nl)) for more information.

With its first store in Utrecht, this Dutch brand focused on sustainability once it was founded in 1974. Today, when you enter one of their stores, you immediately see products that aim to reduce the usage of plastics: products you can buy in bulk, reusable bags, reusable straws, and various books for a sustainable life are sold here among many other products. Besides their in-store products, there are many articles and blog posts you can find on their website. What makes this brand even better is that they give customers the possibility online to ask questions and extra information concerning their (sustainable) products. Their accessibility makes both their products and customer service extremely pleasant to work with.

### DIYS Soap.

Van Woutstraat 48

Monday-Saturday: 13:00-17:00

Closed on Tuesdays and Sundays

If you are looking for sustainable soaps, this is the place to be. Located in the trendy De Pijp, DIYS Soap gives the opportunity to create your own biological skin and hair products. Because you ultimately make it yourself, you already have a great understanding of what exactly you put in your products. With every product, they add additional information and an extra manual. Lastly, since almost all products are sold in bulk, you can easily refill your shampoo bottle, deodorant, soap, and conditioner.



## Sustainable Shops

### Het Faire Oosten.

Waldenlaan 208

Monday-Friday: 10:30-18:00

Saturday: 10:00-18:00

Sunday: 12:00-17:00

Located in Amsterdam Oost, het Faire Oosten is a hotspot that combines sustainability, creativity, and local produce. In Het Faire Oosten ("The Fair East"), you will find nothing represented by big brands or fast fashion. Rather, Magali Heuberger, the owner of the store, aims to collaborate with those producers who focus on the protection of the environment, animals, and people. Consequently, the store's focus remains very broad: you will find kids looking for children's books while adults are looking at clothes and jewellery. This variety makes Het Faire Oosten not only an interesting place to shop, but also an inclusive place to be.

### Søstrene Grene.

Nieuwendijk 219

Monday: 13:00-18:00

Sunday: 12:00-17:00

Tuesday, Wednesday, Friday, Saturday: 10:00-18:00

Thursday: 10:00-21:00

Søstrene Grene pioneers as a sustainable furniture store in Amsterdam. Because they believe that the (inter)national regulation is not enough, the company's sustainability experts remain up to date for the newest developments concerning health, security, and sustainability. As a result, the products are much stricter than the existing regulation, with an especially strong focus on the strict non-usage of harmful chemicals.

## Sustainable Shops

### De Lokatie.

Eerste Oosterparkstraat 236

Monday-Saturday: 10:00-17:00

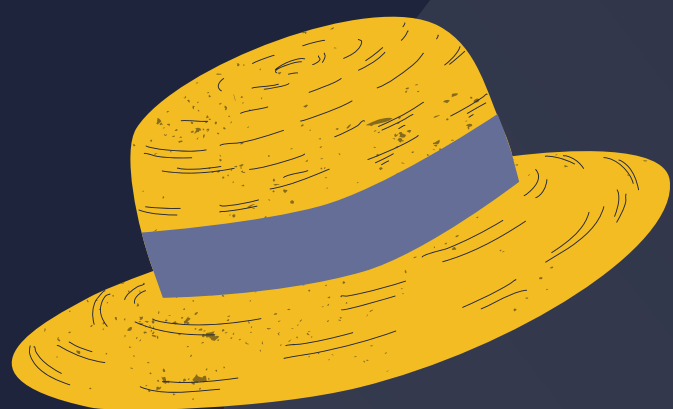
Thrift stores are a vital element in reducing CO2 emissions worldwide. De Lokatie in Amsterdam reduces 550kg CO2 emissions by selling around 550 000kg of furniture yearly. Not only do you extend the lifespan of the articles you buy: De Lokatie hires staff who need the experience to bridge the gap between them and the labour market. It is thus the ideal place to thrift shop vintage furniture, while also promoting job opportunities for those who need it most.

### Reliving.

[www.reliving.nl](http://www.reliving.nl)

For those who have been living in the Netherlands for some time surely know “Marktplaats,” a second-hand online platform selling a broad range of items. However, those who appreciate a structured website with more design-like furniture should take a look at Reliving. On this website, you can shop according to furniture types, but also according to the specific room (such as a living room or dining room) or style (like bohemian or industrial). Besides the daily new furniture that is put online, they also provide a sales section and blog posts, where they advise on how to decorate your house, amongst other useful topics.

# V: Sustainable Fashion.





## Sustainable Fashion

Besides organic food and sustainable stores, people are starting to give more importance to sustainable fashion as well. Within the term “sustainable fashion” we do not only imply that the fashion is produced in a sustainable manner, but also that the lifespan of the product is extended as long as possible through recycling, upcycling, and second-hand/vintage shopping.

### Atelier Sukha.

Haarlemmerstraat 110

Monday: 11:00-18:30

Tuesday-Saturday: 10:00-18:30

Sunday: 12:00-17:00

Those who find inspiration in minimalist designs and beige-like colours should look no further than Sukha. All clothes sold in this cute shop at the Haarlemmerstraat are sustainable, hand-made, and organic. Because of these characteristics, the clothes are quite pricy. However, the smaller items, such as socks and jewellery, are ideal gift ideas for you or somebody else!

### Indianaweg.

Eerste Jan Steenstraat 81HS

Tuesday-Saturday: 11:00-18:00

Sunday: 13:00-17:00

Plants, vintage, and trendy are most likely the best words to describe this store at De Pijp. The idea of this store originated from two sisters who are obsessed with collecting clothes and thrift shopping. Out of their passion came this store, where you will find vintage items they handpicked themselves from other shops. This way, you don't need to go through the piles of clothes in other vintage stores before you find the pieces that you like. Besides the clothes section, you will also find cosmetic products that are both organic and fair-trade, alongside unique accessories to decorate your house.

## Sustainable Fashion

### Noumenon.

Kerkstraat 248

Monday-Friday: 10:00-17:00

Vegan fashion is what Noumenon stands for. This shop aims to provide clothes that are high-fashion, while the sources of the clothing are completely cruelty-free. Consequently, you will find no products that involve animals, whether it is leather or animal hair, such as wool. Instead, they work with natural fibres or human-made materials. Anyone who desires more information on the topic of vegan fashion should definitely check out their website ([www.nou-menon.com](http://www.nou-menon.com)), read their blog posts, or simply message them!

### Verse.

Gerard Doustraat 84

Monday-Saturday: 11:00-18:00

Sunday: 13:00-17:00

Another hidden gem in De Pijp, Verse sells fashion brands that are good for both people and the planet. Concerning the planet, all products are vegan, recycled, ecological, and sustainable. Furthermore, all brands in this store are diverse, inclusive, and ethical. Whether you want to buy leather-free shoes or eco-friendly cosmetic products, Verse sells it all.

### Goat Organic Apparel.

Utrechtsestraat 37

Wednesday-Sunday: 12:00-17:00

The foundation of this trendy store came from the idea that it is rather challenging to find a white T-shirt that does not harm the planet in any way possible. The owners, Abigail and Lavinia consequently decided to create their store to solve this problem. Their quote “sustainability is not sustainable if it is not accessible” clearly sums up what they are about: an ethical background of the products, combined with affordable prices. Whereas they originally started with selling basic T-shirts, it is now expanded to joggings, sweaters, et cetera.

### Rumors Vintage & Design.

Haarlemmerstraat 99 & 29

Open every day 11:00-19:00

In a cosy neighbourhood between Central Station and Westerpark, you can find the two locations of the vintage store Rumors. Since 2011 they have been offering high-quality vintage pieces for both men and women; mostly from the 60s and 70s. Here you can be sure to get a hold of some unique finds, as their collection is carefully handpicked. The staff at Rumors is genuinely helpful and will help you search for your desired product. If you do not want to take the trip out to Haarlemmerstraat, you can also purchase items via their Instagram Stories (@rumorsvintage) or their webshop.



## **We Are Vintage.**

Kinkerstraat 193 & Eerste Van Swindenstraat 43

Open every day 11:00-19:00

We Are Vintage's two stores in Amsterdam West and Amsterdam Oost offer a fun and colourful second-hand collection. They collaborate with Rumors and thus also provide high quality, handpicked products that you can buy at their offline locations or via their Instagram Stories (@wearevintagenl). Here you will most often find clothing from the 1970s to the 2000s, but their stock varies. Although the stores are not very big, they are very well organised and offer good quality and variety. Clothing starts at 10 euros per kilo while accessories are individually priced.

## **Kilo Store Waterlooplein.**

Jodenbreestraat 158

Open every day from 11:00 to 19:00

Kilo Store is a popular destination for second-hand shopping as it sits right next to the Waterlooplein Market. This store is one of the bigger ones in Amsterdam and consists of two floors with big collections for both men and women. Since the store is so big, you are almost guaranteed to find something you like; however, it might take a little bit of searching. Prices are based on the weight of the product combined with the colour-coded tag attached to it. Hence, you might be able to get some good deals. If you are in search of a new denim jacket or a new pair of jeans, this is the place to go. If you do not find anything, or the prices are too high, the Waterlooplein market with more vendors is right outside the door.

## Sustainable Fashion

### IJ-Hallen.

T.T. Neveritaweg 15

One weekend a month from 09:00 to 16:30

IJ-Hallen is the biggest and most unique flea market in Europe and is held once a month by the NDSM wharf. The flea market offers all kinds of products at very low prices, and there is no lack of second-hand clothing and accessories there. Due to its size, we advise you to dedicate a day to going around and visiting all its different stands. If you are especially eager to get some good finds you can book the early-bird ticket which gives you access to the stands from six in the morning. It is also possible to reserve a stand if you and your friends are trying to get rid of some old clothing.

### Penny Lane Vintage Boutique.

Eerste van der Helststraat 11C

Open every day from 11:00 to 18:00

If you're looking for an authentic high-end vintage selection, Penny Lane is the place for you! A few minutes' walk from Albert Cuyp market, this boutique offers everything from authentic 60s sunglasses to 90s Burberry trench coats - all at a reasonable price. Despite having great designer pieces, Penny Lane also offers vintage clothes at the typical Amsterdam price - yet with authenticity and excellent quality ensured. Even if it is a little out of your budget, the boutique is still a great place to get inspiration and appreciate some old vintage treasures. Being in De Pijp, they are surrounded by other mainstream yet interesting vintage locations that you can discover just by taking a stroll around the neighbourhood.

# VI: Sustainable Products.



## Sustainable Products

This last section focuses on everyday sustainable products that are sold at many different places and are thus harder to categorise than the aforementioned sections. The products mentioned in this section have the intention of making your daily life a little bit more sustainable step by step.

### Dopper.

It might sound strange how a water bottle company might be so well-established in Amsterdam. However, Dopper's mission is what stands central to the product, namely reducing single-use plastics that are overly produced today. Although the water bottle itself is made out of plastic, they are produced sustainably and can be recycled entirely in case you do not want to use them anymore. Furthermore, a part of your contribution goes directly to various projects, ranging from clean drinking water in Nepal to educative programmes concerning the importance of clean drinking water. Since they offer many different coloured bottles in different materials, there is a Dopper that suits anyone.

### Lekker.

The word lekker ("tasty") might be one of the most popular words in the Dutch language. However, Lekker also refers to the plant-based deodorant brand that aims to reduce air pollution that is caused by most other deodorants. Although the product will not magically make you stop sweating, it does kill the smelly bacteria in your armpits without clogging the pores, thus being a more healthy choice as well. The deodorant is sold in plastic-free packaging and is completely recyclable as well. Furthermore, the product is animal and water-free, making it both vegan and highly concentrated, making the deodorant last very long.



## Sustainable Products

### **Bamboo toothbrushes.**

Manual toothbrushes, on average, get thrown away once every three months. Two billion of those toothbrushes eventually end up in landfills and oceans every year, making it an extremely pollutive product. However, bamboo toothbrushes are one way to solve this problem, since bamboo is biodegradable. Various companies specialise in the production of bamboo toothbrushes (The Bamboo Brush Society, The Humble...) but also general stores, such as HEMA sell bamboo toothbrushes. However, before you get one yourself, make sure not to buy a bamboo toothbrush that comes in plastic packaging!

### **Ecosia.**

Ecosia serves as a search engine (like Google, Yahoo, et cetera) that uses its profits to plant trees worldwide to counter deforestation. These profits are gained through the ads that pop up while browsing the web. So far, fifteen million active users are responsible for more than 105 million trees that are planted. What makes Ecosia stand out is its transparency to the users: they show how many trees they've planted so far, where they plant them and publish their financial reports on a monthly basis. Since Ecosia is easily added on browsers like Google Chrome, you promote a greener planet by simply using this browser.

### **Sustainable face masks.**

Everybody has seen them on the streets in the last couple of months: single-use surgical face masks. Although they protect other humans from the coronavirus, the masks, just like other single-use plastics, cause severe damage to the environment. To limit this harmful effect of face masks on the planet, there have been many companies that produce sustainable and reusable masks. Stores like Plastic Free Amsterdam and Makers Unite sell eco-friendly and sustainable masks, but there are also multiple websites that offer sustainable masks. However, make sure that they are based within the European Union, so you do not have to pay a high amount of import taxes.

# A Final Note from 020.

Amsterdam provides great opportunities for those who pursue a sustainable lifestyle. We hope that this booklet inspired you to explore and discover the places that we have mentioned. Since new technologies for a better planet combined with a rapidly changing city result in new sustainable hotspots and products, 020 will continuously update the sustainability booklet every year. But for now, let's be part of a bigger movement towards a more sustainable planet. We would love to receive any form of feedback or inquiries on the content of this booklet.

Get in touch with our team at [contact@020together.nl](mailto:contact@020together.nl) or visit our website at [www.020together.nl](http://www.020together.nl) and find out what you can do to make Amsterdam an even better city!

